To: Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Lanny, Mallardi, J, Groll, A P., Perez, F J., Maney, F, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Feltman, John P., Gambardella, Mark R., Brown, Greg, Guaneri, James, Figueroa, David A., Orourke, Rory, 1200 - New York Region (SCULLYA), Alese, Louann F., Reuter, Diane E.
From: McHugh, Michael
Posted: 6/30/98 15:14
Opened: 7/1/98 8:26
Subject: Salem AIM info

Updated through 6/6/98. Our gains are tapering off. Week ending 5/30 Dept of Correction volume coming through Manhattan Division vs. Queens. This is because DOC has a new supplier and the volume is being reported differently. DOC volume is both included and factored out of Manhattan, Queens and Total sheets.

Any questions, give me a call.

Mike

51851 5031

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Nassau

CMJM

Brand Style														
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6
FF Sld Box	450	788	452	619	662	744	259	269	858	754	388	221	293	58
Lt Sld Box	556	777	587	951	876	822	342	462	1512	722	521	375	188	101
FF 100 Box	106	130	98	149	84	98	89	92	119	97	118	120	58	25
Lt 100 Box	256	213	246	284	158	205	260	213	291	234	254	314	180	103
King	985	1139	1110	1134	827	1277	993	1126	1111	1046	1423	1172	1132	673
100	729	710	753	675	602	808	714	755	739	712	861	819	677	393
Lt King	1546	1388	1617	1400	1202	1545	1222	1401	1479	1303	1770	1612	1467	766
Lt 100	975	1129	1104	983	792	1028	1029	939	1045	925	1245	1137	896	544
Slim	548	643	552	519	533	663	588	686	554	512	670	654	621	290
Ul King	665	707	818	728	656	856	740	661	705	715	879	821	876	483
Ul 100	615	583	695	628	628	750	644	655	738	593	834	713	762	508
Gold	13	10	19	6	11	22	17	1	12	14	14	7	3	1
Pref 100	52	34	52	32	20	58	29	51	28	49	25	71	35	25
Pref Lt 100	153	93	119	92	93	129	134	112	126	107	150	111	121	39
Tot Salem	7649	8344	8222	8200	7144	9005	7060	7423	9317	7783	9152	8147	7309	4009
Salem SOM	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%	3.71%	3.43%	2.85%	3.07%	2.80%	2.63%
Industry Vol	265298	263655	247455	234538	235634	346514	238605	244196	251216	227196	321012	265327	261122	152454

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	595	595
0	601	601
0	148	148
76	247	171
1525	1089	-436
1008	738	-269
2118	1425	-693
1326	998	-328
685	565	-119
892	724	-168
842	688	-153
25	12	-13
57	41	-16
160	119	-41
8714	7991	-723
2.91%	3.20%	0.29%
299751	249852	-49899

* Note effective w/e 5/30 DOC shipments being picked up in Manhattan vs. Queens

51851 5032

Source: Division Level AIM 185 Reports

Revised: 6/30/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style														
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6
FF Sld Box	214	132	255	134	111	88	86	250	176	97	104	140	74	34
Lt Sld Box	258	141	210	128	109	101	126	293	210	125	161	98	80	36
FF 100 Box	96	62	26	31	34	52	47	35	39	56	105	55	50	15
Lt 100 Box	205	119	77	70	40	78	115	89	74	97	108	63	33	25
King	709	523	548	588	457	812	588	502	688	892	1219	736	8163	406
100	451	263	260	297	234	449	363	317	440	373	516	408	396	194
Lt King	682	499	524	536	421	777	576	515	752	862	1042	878	754	595
Lt 100	481	290	269	296	257	512	368	300	428	459	515	472	448	247
Slim	240	126	132	156	177	178	213	164	237	159	209	219	254	118
Ul King	351	190	170	220	196	261	284	198	290	281	325	383	354	173
Ul 100	244	126	123	134	129	163	220	114	181	172	212	273	256	86
Gold	0	4	0	1	3	2	1	1	4	9	0	2	3	1
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3931	2475	2594	2591	2168	3473	2987	2778	3519	3582	4516	3727	10865	1930
Salem SOM	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%	2.72%	2.46%	2.92%	2.75%	7.43%	2.24%
Industry Vol	101212	80858	80288	96084	103952	115038	100163	86462	129525	145540	154546	135591	146142	86093

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	194	194
0	163	163
0	65	65
7	115	107
873	920	47
502	377	-125
881	675	-206
532	401	-131
218	201	-17
289	259	-30
220	189	-31
6	2	-3
0	0	0
0	0	0
3529	3559	30
3.12%	3.43%	0.31%
113106	103765	-9340

NYC DOC Salem FF King included in weekly shipments		7440	240 0.23%
Salem SOM change ex. DOC			**3.20% 0.08%**

51851 5033

Source: Division Level AIM 185 Reports

Revised: 6/30/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brooklyn

Brand Style														
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6
FF Sld Box	335	278	249	173	145	271	147	232	148	124	100	110	59	40
Lt Sld Box	354	307	316	188	149	295	173	205	215	144	106	103	72	33
FF 100 Box	64	41	62	71	21	40	21	37	35	37	57	41	24	12
Lt 100 Box	69	60	17	19	39	80	46	61	94	91	75	55	42	23
King	904	856	886	868	778	1080	868	827	682	988	1012	662	781	529
100	610	494	521	523	466	593	531	538	383	618	570	406	466	238
Lt King	804	843	836	792	700	970	765	808	541	826	989	581	683	350
Lt 100	580	607	579	593	481	631	628	658	433	629	634	454	529	253
Slim	264	199	252	209	231	236	234	210	168	194	229	163	231	79
Ul King	203	169	173	169	163	199	203	163	127	173	190	129	154	100
Ul 100	158	158	154	149	134	188	133	164	121	137	164	123	115	65
Gold	4	3	53	3	5	15	3	17	6	3	14	11	1	7
Pref 100	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4349	4015	4098	3757	3312	4598	3752	3920	2954	3964	4140	2838	3167	1729
Salem SOM	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%	3.44%	3.50%	3.32%	2.89%	2.90%	2.78%	3.03%
Industry Vol	128892	117064	116091	128755	122143	156625	111769	113900	84496	119283	143403	97812	114078	56990

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	229	229
0	194	194
0	53	53
11	60	49
1231	901	-331
700	518	-182
1068	796	-272
736	570	-166
262	229	-33
182	168	-14
183	152	-31
6	12	5
0	0	0
0	0	0
4380	3881	-498
3.33%	3.39%	0.06%
131359	114478	-16880

51851 5034

Source: Division Level AIM 185 Reports

Revised: 6/30/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Queens

Brand Style Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	Base vs. Test WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	347	495	416	336	268	398	225	515	180	216	263	208	255	35	0	340	340
Lt Sld Box	396	540	608	445	363	463	266	524	260	304	226	266	193	68	0	365	365
FF 100 Box	117	119	28	27	74	127	122	73	94	83	80	68	76	10	0	116	116
Lt 100 Box	165	136	204	160	120	206	156	191	303	201	232	201	109	48	34	179	146
King	1236	994	1172	1099	961	1500	1040	1067	1075	1233	1296	1096	1019	566	1620	1626	6
100	702	531	667	654	618	817	590	632	722	650	703	672	578	323	894	649	-246
Lt King	1139	1037	1066	1096	1027	1409	1046	1088	1149	1215	1294	1082	1070	670	1587	1119	-467
Lt 100	713	589	794	685	649	882	670	805	781	782	813	778	626	416	974	739	-235
Slim	328	348	293	325	318	480	296	329	331	316	370	285	319	185	400	331	-69
Ul King	375	339	357	362	344	457	306	376	394	305	379	337	420	209	406	338	-68
Ul 100	346	288	282	329	296	398	337	329	306	298	346	296	333	183	381	322	-59
Gold	36	17	135	27	25	40	22	16	35	36	32	14	15	7	25	49	24
Pref 100	14	5	12	14	25	12	12	9	16	6	15	9	18	9	17	12	-5
Pref Lt 100	40	33	41	40	33	56	37	48	40	25	39	41	34	17	52	38	-14
Tot Salem	5954	5471	6075	5599	5121	7245	5125	6002	5686	5670	6088	5353	5065	2746	6390	6225	-164
Salem SOM	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.39%	4.03%	3.58%	3.66%	3.02%	3.31%	3.05%	2.66%	3.36%	3.81%	0.45%
Industry Vol	172480	160508	164631	165897	167762	224154	151361	148873	158999	154915	201557	161501	165977	103147	190018	163347	-26671

NYC DOC Salem FF King included in weekly shipments

540 0.33%

Salem SOM change ex. DOC **3.48% 0.12%**

Source: Division Level AIM 185 Reports

Page 4

Revised: 6/30/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Total

Brand Style														
Volume in Cartons	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6
FF Sld Box	1346	1693	1372	1262	1186	1501	717	1266	1362	1191	855	679	681	167
Lt Sld Box	1564	1765	1721	1712	1497	1681	907	1484	2197	1295	1014	842	533	238
FF 100 Box	383	352	214	278	213	317	279	237	287	273	360	284	208	62
Lt 100 Box	695	528	544	533	357	569	577	554	762	623	669	633	364	199
King	3834	3512	3716	3689	3023	4669	3489	3522	3556	4159	4950	3666	11095	2174
100	2492	1998	2201	2149	1920	2667	2198	2242	2284	2353	2650	2305	2117	1148
Lt King	4171	3767	4043	3824	3350	4701	3609	3812	3921	4206	5095	4153	3974	2381
Lt 100	2749	2615	2746	2557	2179	3053	2695	2702	2687	2795	3207	2841	2499	1460
Slim	1380	1316	1229	1209	1259	1557	1331	1389	1290	1181	1478	1321	1425	672
Ul King	1594	1405	1518	1479	1359	1773	1533	1398	1516	1474	1773	1670	1804	965
Ul 100	1363	1155	1254	1240	1187	1499	1334	1262	1346	1200	1556	1405	1466	842
Gold	53	34	207	37	44	79	43	35	57	62	60	34	22	16
Pref 100	66	39	64	46	45	70	41	60	45	55	40	80	53	34
Pref Lt 100	193	126	160	132	126	185	171	160	166	132	189	152	155	56
Tot Salem	21883	20305	20989	20147	17745	24321	18924	20123	21476	20999	23896	20065	26406	10414
Salem SOM	3.28%	3.26%	3.45%	3.22%	2.82%	2.89%	3.14%	3.39%	3.44%	3.25%	2.91%	3.04%	3.84%	2.61%
Industry Vol	667882	622085	608465	625274	629491	842331	601898	593431	624236	646934	820518	660231	687319	398684

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1358	1358
0	1323	1323
0	382	382
128	601	473
5249	4537	-713
3105	2283	-822
5654	4015	-1639
3569	2708	-860
1565	1326	-238
1768	1489	-279
1626	1352	-274
62	75	13
74	54	-20
213	156	-56
23012	21657	-1355
3.13%	3.43%	0.30%
734233	631443	-102790

NYC DOC Salem FF King included in weekly shipments		7440	780	0.12%
Salem SOM change ex. DOC			**3.31%**	**0.17%**

Source: Division Level AIM 185 Reports

518S1 S036

Revised: 6/30/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Nassau

Brand Style																			
Volume In Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9
FF Sld Box	285	486	340	680	1463	489	491	389	743	450	788	452	619	662	744	259	269	858	754
Lt Sld Box	234	297	354	943	1675	573	603	739	859	556	777	587	951	876	822	342	462	1512	722
FF 100 Box	67	92	116	193	183	236	121	144	96	106	130	98	149	84	98	89	92	119	97
Lt 100 Box	170	144	250	212	248	225	247	257	205	256	213	246	284	158	205	260	213	291	234
King	904	1242	1130	1031	1136	1089	1087	878	809	985	1139	1110	1134	827	1277	993	1126	1111	1046
100	659	790	969	687	794	771	701	679	666	729	710	753	675	602	808	714	755	739	712
Lt King	1228	1584	1575	1365	1634	1409	1280	1197	1163	1546	1388	1617	1400	1202	1545	1222	1401	1479	1303
Lt 100	843	1059	1052	989	1075	1047	1036	900	846	975	1129	1104	983	792	1028	1029	939	1045	925
Slim	578	571	564	586	545	536	543	538	484	548	643	552	519	533	663	588	686	554	512
Ul King	688	754	795	828	719	644	590	643	608	665	707	818	728	656	856	740	661	705	715
Ul 100	787	706	698	706	691	665	590	579	721	615	583	695	628	628	750	644	655	738	593
Gold	10	8	3	9	18	8	5	0	12	13	10	19	6	11	22	17	1	12	14
Pref 100	55	73	67	35	49	45	42	23	27	52	34	52	32	20	58	29	51	28	49
Pref Lt 100	122	158	177	120	137	111	112	119	100	153	93	119	92	93	129	134	112	126	107
Tot Salem	6630	7964	8090	8384	10367	7848	7448	7085	7339	7649	8344	8222	8200	7144	9005	7060	7423	9317	7783
Salem SOM	2.66%	2.98%	3.32%	3.28%	3.71%	3.20%	3.59%	3.23%	3.40%	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%	3.71%	3.43%
Industry Vol	249084	267221	243780	255393	279630	245260	207708	219071	215608	265298	263655	247455	234538	235634	346514	238605	244196	251216	227196

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	647	647
0	646	646
0	158	158
76	252	176
1525	1088	-437
1008	746	-262
2118	1428	-690
1326	1005	-322
685	566	-118
892	718	-174
842	686	-156
25	13	-12
57	42	-16
160	121	-39
8714	8115	-599
2.91%	3.25%	0.34%
299751	249834	-49917

51851 5037

Source: Division Level AIM 185 Reports

Revised: 6/2/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style																			Base vs. Test		
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	76	96	150	575	177	177	288	381	130	214	132	255	134	111	88	86	250	176	97	0	210	210
Lt Sld Box	83	102	109	220	214	192	283	202	155	258	141	210	128	109	101	126	293	210	125	0	174	174
FF 100 Box	60	79	108	34	88	72	106	48	59	96	62	26	31	34	52	47	35	39	56	0	67	67
Lt 100 Box	102	55	48	159	177	282	212	118	179	205	119	77	70	40	78	115	89	74	97	7	123	116
King	614	656	659	682	671	811	745	628	541	709	523	548	588	457	812	588	502	688	892	873	667	-206
100	425	321	328	453	381	432	426	339	370	451	263	260	297	234	449	363	317	440	373	502	377	-125
Lt King	629	605	668	684	645	700	683	621	625	682	499	524	536	421	777	576	515	752	862	881	654	-227
Lt 100	458	304	379	432	354	498	465	388	408	481	290	269	296	257	512	368	300	428	459	532	398	-134
Slim	187	185	206	149	180	271	215	207	231	240	126	132	156	177	178	213	164	237	159	218	201	-17
Ul King	217	290	257	190	251	270	267	287	254	351	190	170	220	196	261	284	198	290	281	289	252	-37
Ul 100	219	280	203	113	135	260	207	220	179	244	126	123	134	129	163	220	114	181	172	220	187	-33
Gold	4	4	0	4	1	2	1	1	2	0	4	0	1	3	2	1	1	4	9	6	3	-3
Pref 100	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3074	2875	3115	3696	3274	3967	3898	3440	3139	3931	2475	2594	2591	2168	3473	2987	2778	3519	3582	3529	3307	-222
Salem SOM	3.44%	2.98%	3.05%	4.25%	3.36%	3.86%	3.87%	3.55%	3.47%	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%	2.72%	2.46%	3.12%	3.31%	0.19%
Industry Vol	89420	96548	102277	86915	97335	102779	100634	96968	90392	101212	80858	80288	96084	103952	115038	100163	86462	129525	145540	113106	99791	-13315

51851 5038

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style																			
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9
FF Sld Box	121	215	176	337	369	295	269	277	127	335	278	249	173	145	271	147	232	148	124
Lt Sld Box	36	90	84	308	403	381	316	301	162	354	307	316	188	149	295	173	205	215	144
FF 100 Box	21	79	33	47	112	82	52	48	36	64	41	62	71	21	40	21	37	35	37
Lt 100 Box	29	75	39	47	71	46	58	66	67	69	60	17	19	39	80	46	61	94	91
King	880	833	824	793	1331	1047	851	806	579	904	856	886	868	778	1080	868	827	682	988
100	479	476	508	437	576	605	491	561	363	610	494	521	523	466	593	531	538	383	618
Lt King	774	850	809	766	966	982	749	803	518	804	843	836	792	700	970	765	808	541	826
Lt 100	506	574	579	493	701	684	662	570	429	580	607	579	593	481	631	628	658	433	629
Slim	233	213	237	229	251	262	250	232	144	264	199	252	209	231	236	234	210	168	194
Ul King	162	170	195	177	142	179	153	202	109	203	169	173	169	163	199	203	163	127	173
Ul 100	143	145	156	139	171	192	164	168	95	158	158	154	149	134	188	133	164	121	137
Gold	5	14	10	4	4	1	1	2	3	4	3	53	3	5	15	3	17	6	3
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3389	3734	3650	3777	5097	4756	4016	4036	2632	4349	4015	4098	3757	3312	4598	3752	3920	2954	3964
Salem SOM	3.23%	3.47%	3.29%	3.52%	4.06%	4.11%	3.67%	3.66%	3.24%	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%	3.44%	3.50%	3.32%
Industry Vol	105054	107543	111033	107335	125661	115722	109311	110317	81249	128892	117064	116091	128755	122143	156625	111769	113900	84496	119283

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	251	251
0	211	211
0	56	56
11	62	51
1231	924	-308
700	533	-167
1068	818	-250
736	585	-151
262	237	-25
182	171	-10
183	158	-25
6	12	6
0	0	0
0	0	0
4380	4016	-363
3.33%	3.46%	0.12%
131359	116168	-15190

51851 5039

Source: Division Level AIM 185 Reports

Revised: 6/2/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style																			
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9
FF Sld Box	86	185	160	349	514	388	349	292	261	347	495	416	336	268	398	225	515	180	216
Lt Sld Box	147	112	170	641	654	548	434	450	356	396	540	608	445	363	463	266	524	260	304
FF 100 Box	95	90	95	77	173	176	93	171	118	117	119	28	27	74	127	122	73	94	83
Lt 100 Box	131	126	123	311	139	152	124	248	221	165	136	204	160	120	206	156	191	303	201
King	975	1113	1084	1395	8708	906	872	1059	1003	1236	994	1172	1099	961	1500	1040	1067	1075	1233
100	629	662	639	526	890	617	496	649	599	702	531	667	654	618	817	590	632	722	650
Lt King	900	1148	1145	1449	1466	958	867	1022	958	1139	1037	1066	1096	1027	1409	1046	1088	1149	1215
Lt 100	669	786	749	884	964	709	606	770	684	713	589	794	685	649	882	670	805	781	782
Slim	321	365	322	353	335	325	271	346	310	328	348	293	325	318	480	296	329	331	316
Ul King	314	353	327	306	351	352	278	322	283	375	339	357	362	344	457	306	376	394	305
Ul 100	320	321	349	291	368	349	251	276	301	346	288	282	329	296	398	337	329	306	298
Gold	42	14	19	5	67	14	32	22	40	36	17	135	27	25	40	22	16	35	36
Pref 100	11	14	13	16	16	11	4	7	10	14	5	12	14	25	12	12	9	16	6
Pref Lt 100	71	38	52	38	46	39	27	33	27	40	33	41	40	33	56	37	48	40	25
Tot Salem	4711	5327	5247	6641	14691	5546	4704	5667	5171	5954	5471	6075	5599	5121	7245	5125	6002	5686	5670
Salem SOM	2.82%	2.68%	3.28%	4.28%	7.55%	3.87%	3.76%	4.00%	3.62%	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.59%	4.03%	3.58%	3.66%
Industry Vol	166806	199130	159979	155078	194586	143320	125124	141788	142808	172480	160508	164631	165897	167762	224154	151361	148873	158999	154915

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	362	362
0	392	392
0	125	125
34	184	150
1620	1720	100
894	661	-234
1587	1133	-454
974	751	-223
400	337	-63
406	338	-67
381	327	-54
25	54	28
17	12	-5
52	38	-14
6390	6435	45
3.36%	3.92%	0.56%
190018	164133	-25885

NYC DOC Salem FF King included in weekly shipments

7650

620 0.38%

Salem SOM change ex. DOC

3.54% 0.18%

51851 5040

Source: Division Level AIM 185 Reports

Revised: 6/2/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Source: http://www.industrydocuments.ucsf.edu/docs/hhvy0000

Total

Brand Style																			
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9
FF Sld Box	568	982	826	1941	2523	1349	1397	1339	1261	1346	1693	1372	1262	1186	1501	717	1266	1362	1191
Lt Sld Box	500	601	717	2112	2946	1694	1636	1692	1532	1564	1765	1721	1712	1497	1681	907	1484	2197	1295
FF 100 Box	243	340	352	351	556	568	372	411	309	383	352	214	278	213	317	279	237	287	273
Lt 100 Box	432	400	460	729	635	705	641	689	672	695	528	544	533	357	569	577	554	762	623
King	3373	3844	3697	3901	11846	3853	3555	3371	2932	3834	3512	3716	3689	3023	4669	3489	3522	3556	4159
100	2192	2249	2444	2103	2641	2425	2114	2228	1998	2492	1998	2201	2149	1920	2667	2198	2242	2284	2353
Lt King	3531	4187	4197	4264	4711	4049	3579	3643	3264	4171	3767	4043	3824	3350	4701	3609	3812	3921	4206
Lt 100	2476	2723	2759	2798	3094	2938	2769	2628	2367	2749	2615	2746	2557	2179	3053	2695	2702	2687	2795
Slim	1319	1334	1329	1317	1311	1394	1279	1323	1169	1380	1316	1229	1209	1259	1557	1331	1389	1290	1181
Ul King	1381	1567	1574	1501	1463	1445	1288	1454	1254	1594	1405	1518	1479	1359	1773	1533	1398	1516	1474
Ul 100	1469	1452	1406	1249	1365	1466	1212	1243	1296	1363	1155	1254	1240	1187	1499	1334	1262	1346	1200
Gold	61	40	32	22	90	25	39	25	57	53	34	207	37	44	79	43	35	57	62
Pref 100	66	87	80	52	65	56	46	30	37	66	39	64	46	45	70	41	60	45	55
Pref Lt 100	193	196	229	158	183	150	139	152	127	193	126	160	132	126	185	171	160	166	132
Tot Salem	17804	19900	20102	22498	33429	22117	20066	20228	18281	21883	20305	20989	20147	17745	24321	18924	20123	21476	20999
Salem SOM	2.92%	2.97%	3.26%	3.72%	4.79%	3.64%	3.70%	3.56%	3.45%	3.28%	3.26%	3.45%	3.22%	2.82%	2.89%	3.14%	3.39%	3.44%	3.25%
Industry Vol	610364	670442	617069	604721	697212	607081	542777	568144	530057	667882	622085	608465	625274	629491	842331	601898	593431	624236	646934

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1471	1471
0	1422	1422
0	405	405
128	621	493
5249	4398	-851
3105	2316	-788
5654	4032	-1622
3569	2739	-830
1565	1341	-223
1768	1480	-289
1626	1357	-269
62	82	19
74	54	-20
213	159	-53
23012	21873	-1139
3.13%	3.47%	0.34%
734233	629925	-104308

NYC DOC Salem FF King included in weekly shipments — 7650 — 620 — 0.10%

Salem SOM change ex. DOC — **3.37%** — **0.24%**

Source: Division Level AIM 185 Reports

51851 5041

Revised: 6/2/98

Brand Style																		Base vs. Test		
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	285	486	340	680	1463	489	491	389	743	450	788	452	619	662	744	259	269	858	0	643	643
Lt Sld Box	234	297	354	943	1675	573	603	739	859	556	777	587	951	876	822	342	462	1512	0	643	643
FF 100 Box	67	92	116	193	183	236	121	144	96	106	130	98	149	84	98	89	92	119	0	160	160
Lt 100 Box	170	144	250	212	248	225	247	257	205	256	213	246	284	158	205	260	213	291	76	253	177
King	904	1242	1130	1031	1136	1089	1087	878	809	985	1139	1110	1134	827	1277	993	1126	1111	1525	1089	-436
100	659	790	969	687	794	771	701	679	666	729	710	753	675	602	808	714	755	739	1008	747	-260
Lt King	1228	1584	1575	1365	1634	1409	1280	1197	1163	1546	1388	1617	1400	1202	1545	1222	1401	1479	2118	1433	-685
Lt 100	843	1059	1052	989	1075	1047	1036	900	846	975	1129	1104	983	792	1026	1029	939	1045	1326	1008	-318
Slim	578	571	564	586	545	536	543	538	484	548	643	552	519	533	663	588	686	554	685	569	-116
Ul King	688	754	795	828	719	644	590	643	608	665	707	818	728	656	856	740	661	705	892	718	-174
Ul 100	787	706	698	706	691	665	590	579	721	615	583	695	628	628	750	644	655	738	842	690	-152
Gold	10	8	3	9	18	8	5	0	12	13	10	19	6	11	22	17	1	12	25	13	-12
Pref 100	55	73	67	35	49	45	42	23	27	52	34	52	32	20	58	29	51	28	57	41	-16
Pref Lt 100	122	158	177	120	137	111	112	119	100	153	93	119	92	93	129	134	112	126	160	121	-39
Tot Salem	6630	7964	8090	8384	10367	7848	7448	7085	7339	7649	8344	8222	8200	7144	9005	7060	7423	9317	8714	8128	-586
Salem SOM	2.66%	2.98%	3.32%	3.28%	3.71%	3.20%	3.59%	3.23%	3.40%	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%	3.71%	2.91%	3.24%	0.34%
Industry Vol	249084	267221	243780	255393	279630	245260	207708	219071	215608	265298	263655	247455	234538	235634	346514	238605	244196	251216	299751	250704	-49047

51851 5042

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style																		Base vs. Test		
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	76	96	150	575	177	177	288	381	130	214	132	255	134	111	88	86	250	176	0	214	214
Lt Sld Box	83	102	109	220	214	192	283	202	155	258	141	210	128	109	101	126	293	210	0	176	176
FF 100 Box	60	79	108	34	88	72	106	48	59	96	62	26	31	34	52	47	35	39	0	67	67
Lt 100 Box	102	55	48	159	177	282	212	118	179	205	119	77	70	40	78	115	89	74	7	124	117
King	614	656	659	682	671	811	745	628	541	709	523	548	588	457	812	588	502	688	873	658	-215
100	425	321	328	453	381	432	426	339	370	451	263	260	297	234	449	363	317	440	502	377	-125
Lt King	629	605	668	684	645	700	683	621	625	682	499	524	536	421	777	576	515	752	881	646	-235
Lt 100	458	304	379	432	354	498	465	388	408	481	290	269	296	257	512	368	300	428	532	395	-137
Slim	187	185	206	149	180	271	215	207	231	240	126	132	156	177	178	213	164	237	218	203	-15
Ul King	217	290	257	190	251	270	267	287	254	351	190	170	220	196	261	284	198	290	289	251	-38
Ul 100	219	280	203	113	135	260	207	220	179	244	126	123	134	129	163	220	114	181	220	187	-33
Gold	4	4	0	4	1	2	1	1	2	0	4	0	1	3	2	1	1	4	6	2	-3
Pref 100	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3074	2875	3115	3696	3274	3967	3898	3440	3139	3931	2475	2594	2591	2168	3473	2987	2778	3519	3529	3296	-232
Salem SOM	3.44%	2.98%	3.05%	4.25%	3.36%	3.86%	3.87%	3.55%	3.47%	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%	2.72%	3.12%	3.36%	0.24%
Industry Vol	89420	96548	102277	86915	97335	102779	100634	96968	90392	101212	80858	80288	96084	103952	115038	100163	86462	129525	113106	98031	-15075

51851 5043

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style																		
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2
FF Sld Box	121	215	176	337	369	295	269	277	127	335	278	249	173	145	271	147	232	148
Lt Sld Box	36	90	84	308	403	381	316	301	162	354	307	316	188	149	295	173	205	215
FF 100 Box	21	79	33	47	112	82	52	48	36	64	41	62	71	21	40	21	37	35
Lt 100 Box	29	75	39	47	71	46	58	66	67	69	60	17	19	39	80	46	61	94
King	880	833	824	793	1331	1047	851	806	579	904	856	886	868	778	1080	868	827	682
100	479	476	508	437	576	605	491	561	363	610	494	521	523	466	593	531	538	383
Lt King	774	850	809	766	966	982	749	803	518	804	843	836	792	700	970	765	808	541
Lt 100	506	574	579	493	701	684	662	570	429	580	607	579	593	481	631	628	658	433
Slim	233	213	237	229	251	262	250	232	144	264	199	252	209	231	236	234	210	168
Ult King	162	170	195	177	142	179	153	202	109	203	169	173	169	163	199	203	163	127
Ult 100	143	145	156	139	171	192	164	168	95	158	158	154	149	134	188	133	164	121
Gold	5	14	10	4	4	1	1	2	3	4	3	53	3	5	15	3	17	6
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3389	3734	3650	3777	5097	4756	4016	4036	2632	4349	4015	4098	3757	3312	4598	3752	3920	2954
Salem SOM	3.23%	3.47%	3.29%	3.52%	4.06%	4.11%	3.67%	3.66%	3.24%	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%	3.44%	3.50%
Industry Vol	105054	107543	111033	107335	125661	115722	109311	110317	81249	128892	117064	116091	128755	122143	156625	111769	113900	84496

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	256	256
0	213	213
0	57	57
11	60	50
1231	921	-310
700	530	-171
1068	817	-251
736	583	-153
262	238	-24
182	171	-10
183	159	-25
6	13	6
0	0	0
0	0	0
4380	4018	-361
3.33%	3.46%	0.13%
131359	116048	-15310

518S1 5044

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Source: http://www.industrydocuments.ucsf.edu/docs/hhy0000

Queens

Brand Style																		
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2
FF Sld Box	86	185	160	349	514	388	349	292	261	347	495	416	336	268	398	225	515	180
Lt Sld Box	147	112	170	641	654	548	434	450	356	396	540	608	445	363	463	266	524	260
FF 100 Box	95	90	95	77	173	178	93	171	118	117	119	28	27	74	127	122	73	94
Lt 100 Box	131	126	123	311	139	152	124	248	221	165	136	204	160	120	206	156	191	303
King	975	1113	1084	1395	8708	906	872	1059	1003	1236	994	1172	1099	961	1500	1040	1067	1075
100	629	662	639	526	890	617	496	649	599	702	531	667	654	618	817	590	632	722
Lt King	900	1148	1145	1449	1466	958	867	1022	958	1139	1037	1066	1096	1027	1409	1046	1088	1149
Lt 100	669	786	749	884	964	709	606	770	684	713	589	794	685	649	882	670	805	781
Slim	321	365	322	353	335	325	271	346	310	328	348	293	325	318	480	296	329	331
Ul King	314	353	327	306	351	352	278	322	283	375	339	357	362	344	457	306	376	394
Ul 100	320	321	349	291	368	349	251	276	301	346	288	282	329	296	398	337	329	306
Gold	42	14	19	5	67	14	32	22	40	36	17	135	27	25	40	22	16	35
Pref 100	11	14	13	16	16	11	4	7	10	14	5	12	14	25	12	12	9	16
Pref Lt 100	71	38	52	38	46	39	27	33	27	40	33	41	40	33	56	37	48	40
Tot Salem	4711	5327	5247	6641	14691	5546	4704	5667	5171	5954	5471	6075	5599	5121	7245	5125	6002	5686
Salem SOM	2.82%	2.68%	3.28%	4.28%	7.55%	3.87%	3.76%	4.00%	3.62%	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.39%	4.03%	3.58%
Industry Vol	166806	199130	159979	155078	194586	143320	125124	141788	142808	172480	160508	164631	165897	167762	224154	151361	148873	158999

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	368	368
0	395	395
0	127	127
34	184	150
1620	1739	119
894	661	-233
1587	1130	-457
974	750	-224
400	338	-62
406	340	-66
381	328	-53
25	54	29
17	13	-4
52	39	-13
6390	6464	74
3.36%	3.93%	0.57%
190018	164487	-25531

NYC DOC Salem FF King included in weekly shipments: 7650 — 644 — 0.39%

Salem SOM change ex. DOC — **3.54%** — **0.18%**

51851 5045

Source: Division Level AIM 185 Reports

Revised: 5/28/98

Total

Brand Style																		
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2
FF Sld Box	568	982	826	1941	2523	1349	1397	1339	1261	1346	1693	1372	1262	1186	1501	717	1266	1362
Lt Sld Box	500	601	717	2112	2946	1694	1636	1692	1532	1564	1765	1721	1712	1497	1681	907	1484	2197
FF 100 Box	243	340	352	351	556	568	372	411	309	383	352	214	278	213	317	279	237	287
Lt 100 Box	432	400	460	729	635	705	641	689	672	695	528	544	533	357	569	577	554	762
King	3373	3844	3697	3901	11846	3853	3555	3371	2932	3834	3512	3716	3689	3023	4669	3489	3522	3556
100	2192	2249	2444	2103	2641	2425	2114	2228	1998	2492	1998	2201	2149	1920	2667	2198	2242	2284
Lt King	3531	4187	4197	4264	4711	4049	3579	3643	3264	4171	3767	4043	3824	3350	4701	3609	3812	3921
Lt 100	2476	2723	2759	2798	3094	2938	2769	2628	2367	2749	2615	2746	2557	2179	3053	2695	2702	2687
Slim	1319	1334	1329	1317	1311	1394	1279	1323	1169	1380	1316	1229	1209	1259	1557	1331	1389	1290
Ul King	1381	1567	1574	1501	1463	1445	1288	1454	1254	1594	1405	1518	1479	1359	1773	1533	1398	1516
Ul 100	1469	1452	1406	1249	1365	1466	1212	1243	1296	1363	1155	1254	1240	1187	1499	1334	1262	1346
Gold	61	40	32	22	90	25	39	25	57	53	34	207	37	44	79	43	35	57
Pref 100	66	87	80	52	65	56	46	30	37	66	39	64	46	45	70	41	60	45
Pref Lt 100	193	196	229	158	183	150	139	152	127	193	126	160	132	126	185	171	160	166
Tot Salem	17804	19900	20102	22498	33429	22117	20066	20228	18281	21883	20305	20989	20147	17745	24321	18924	20123	21476
Salem SOM	2.92%	2.97%	3.26%	3.72%	4.79%	3.64%	3.70%	3.56%	3.45%	3.28%	3.26%	3.45%	3.22%	2.82%	2.89%	3.14%	3.39%	3.44%
Industry Vol	610364	670442	617069	604721	697212	607081	542777	568144	530057	667882	622085	608465	625274	629491	842331	601898	593431	624236

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1481	1481
0	1427	1427
0	410	410
128	621	493
5249	4407	-842
3105	2315	-790
5654	4025	-1628
3569	2737	-832
1565	1348	-217
1768	1480	-288
1626	1363	-263
62	82	20
74	54	-20
213	160	-52
23012	21907	-1105
3.13%	3.48%	0.35%
734233	629271	-104962

NYC DOC Salem FF King included in weekly shipments

7650

644 0.10%

Salem SOM change ex. DOC

3.38% 0.24%

51851 5046

Source: Division Level AIM 185 Reports

Revised: 5/28/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Source: https://www.industrydocuments.ucsf.edu/docs/hhy0000

Nassau

Brand Style																	
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25
FF Sld Box	285	486	340	680	1463	489	491	389	743	450	788	452	619	662	744	259	269
Lt Sld Box	234	297	354	943	1675	573	603	739	859	556	777	587	951	876	822	342	462
FF 100 Box	67	92	116	193	183	236	121	144	96	106	130	98	149	84	98	89	92
Lt 100 Box	170	144	250	212	248	225	247	257	205	256	213	246	284	158	205	260	213
King	904	1242	1130	1031	1136	1089	1087	878	809	985	1139	1110	1134	827	1277	993	1126
100	659	790	969	687	794	771	701	679	666	729	710	753	675	602	808	714	755
Lt King	1228	1584	1575	1365	1634	1409	1280	1197	1163	1546	1388	1617	1400	1202	1545	1222	1401
Lt 100	843	1059	1052	989	1075	1047	1036	900	846	975	1129	1104	983	792	1028	1029	939
Slim	578	571	564	586	545	536	543	538	484	548	643	552	519	533	663	588	686
Ul King	688	754	795	828	719	644	590	643	608	665	707	818	728	656	856	740	661
Ul 100	787	706	698	706	691	665	590	579	721	615	583	695	628	628	750	644	655
Gold	10	8	3	9	18	8	5	0	12	13	10	19	6	11	22	17	1
Pref 100	55	73	67	35	49	45	42	23	27	52	34	52	32	20	58	29	51
Pref Lt 100	122	158	177	120	137	111	112	119	100	153	93	119	92	93	129	134	112
Tot Salem	6630	7964	8090	8384	10367	7848	7448	7085	7339	7649	8344	8222	8200	7144	9005	7060	7423
Salem SOM	2.66%	2.98%	3.32%	3.28%	3.71%	3.20%	3.59%	3.23%	3.40%	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%
Industry Vol	249084	267221	243780	255393	279630	245260	207708	219071	215608	265298	263655	247455	234538	235634	346514	238605	244196

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	634	634
0	608	608
0	162	162
76	251	175
1525	1089	-437
1008	748	-260
2118	1431	-687
1326	1006	-320
685	569	-116
892	719	-173
842	688	-154
25	13	-12
57	42	-15
160	121	-39
8714	8081	-634
2.91%	3.22%	0.32%
299751	250684	-49067

51851 5047

Brand Style																	
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25
FF Sld Box	76	96	150	575	177	177	288	381	130	214	132	255	134	111	88	86	250
Lt Sld Box	83	102	109	220	214	192	283	202	155	258	141	210	128	109	101	126	293
FF 100 Box	60	79	108	34	88	72	106	48	59	96	62	26	31	34	52	47	35
Lt 100 Box	102	55	48	159	177	282	212	118	179	205	119	77	70	40	78	115	89
King	614	656	659	682	671	811	745	628	541	709	523	548	588	457	812	588	502
100	425	321	328	453	381	432	426	339	370	451	263	260	297	234	449	363	317
Lt King	629	605	668	684	645	700	683	621	625	682	499	524	536	421	777	576	515
Lt 100	458	304	379	432	354	498	465	388	408	481	290	269	296	257	512	368	300
Slim	187	185	206	149	180	271	215	207	231	240	126	132	156	177	178	213	164
Ul King	217	290	257	190	251	270	267	287	254	351	190	170	220	196	261	284	198
Ul 100	219	280	203	113	135	260	207	220	179	244	126	123	134	129	163	220	114
Gold	4	4	0	4	1	2	1	1	2	0	4	0	1	3	2	1	1
Pref 100	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3074	2875	3115	3696	3274	3967	3898	3440	3139	3931	2475	2594	2591	2168	3473	2987	2778
Salem SOM	3.44%	2.98%	3.05%	4.25%	3.36%	3.86%	3.87%	3.55%	3.47%	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%
Industry Vol	89420	96548	102277	86915	97335	102779	100634	96968	90392	101212	80858	80288	96084	103952	115038	100163	86462

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	216	216
0	174	174
0	68	68
7	126	119
873	657	-216
502	375	-128
881	641	-240
532	394	-138
218	201	-17
289	249	-40
220	187	-32
6	2	-3
0	0	0
0	0	0
3529	3287	-241
3.12%	3.40%	0.28%
113106	96772	-16334

51851 5048

Source: Division Level AIM 185 Reports

Revised: 5/19/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style																	
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25
FF Sld Box	121	215	176	337	369	295	269	277	127	335	278	249	173	145	271	147	232
Lt Sld Box	36	90	84	308	403	381	316	301	162	354	307	316	188	149	295	173	205
FF 100 Box	21	79	33	47	112	82	52	48	36	64	41	62	71	21	40	21	37
Lt 100 Box	29	75	39	47	71	46	58	66	67	69	60	17	19	39	80	46	61
King	880	833	824	793	1331	1047	851	806	579	904	856	886	868	778	1080	868	827
100	479	476	508	437	576	605	491	561	363	610	494	521	523	466	593	531	538
Lt King	774	850	809	766	966	982	749	803	518	804	843	836	792	700	970	765	808
Lt 100	506	574	579	493	701	684	662	570	429	580	607	579	593	481	631	628	658
Slim	233	213	237	229	251	262	250	232	144	264	199	252	209	231	236	234	210
Ul King	162	170	195	177	142	179	153	202	109	203	169	173	169	163	199	203	163
Ul 100	143	145	156	139	171	192	164	168	95	158	158	154	149	134	188	133	164
Gold	5	14	10	4	4	1	1	2	3	4	3	53	3	5	15	3	17
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3389	3734	3650	3777	5097	4756	4016	4036	2632	4349	4015	4098	3757	3312	4598	3752	3920
Salem SOM	3.23%	3.47%	3.29%	3.52%	4.06%	4.11%	3.67%	3.66%	3.24%	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%	3.44%
Industry Vol	105054	107543	111033	107335	125661	115722	109311	110317	81249	128892	117064	116091	128755	122143	156625	111769	113900

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	261	261
0	213	213
0	57	57
11	59	48
1231	931	-301
700	536	-165
1068	828	-240
736	589	-147
262	241	-21
182	173	-9
183	160	-23
6	13	7
0	0	0
0	0	0
4380	4061	-319
3.33%	3.46%	0.13%
131359	117310	-14048

51851 5049

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style																	
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25
FF Sld Box	86	185	160	349	514	388	349	292	261	347	495	416	336	268	398	225	515
Lt Sld Box	147	112	170	641	654	548	434	450	356	396	540	608	445	363	463	266	524
FF 100 Box	95	90	95	77	173	178	93	171	118	117	119	28	27	74	127	122	73
Lt 100 Box	131	126	123	311	139	152	124	248	221	165	136	204	160	120	206	156	191
King	975	1113	1084	1395	8708	906	872	1059	1003	1236	994	1172	1099	961	1500	1040	1067
100	629	662	639	526	890	617	496	649	599	702	531	667	654	618	817	590	632
Lt King	900	1148	1145	1449	1466	958	867	1022	958	1139	1037	1066	1096	1027	1409	1046	1088
Lt 100	669	786	749	884	964	709	606	770	684	713	589	794	685	649	882	670	805
Slim	321	365	322	353	335	325	271	346	310	328	348	293	325	318	480	296	329
Ul King	314	353	327	306	351	352	278	322	283	375	339	357	362	344	457	306	376
Ul 100	320	321	349	291	368	349	251	276	301	346	288	282	329	296	398	337	329
Gold	42	14	19	5	67	14	32	22	40	36	17	135	27	25	40	22	16
Pref 100	11	14	13	16	16	11	4	7	10	14	5	12	14	25	12	12	9
Pref Lt 100	71	38	52	38	46	39	27	33	27	40	33	41	40	33	56	37	48
Tot Salem	4711	5327	5247	6641	14691	5546	4704	5667	5171	5954	5471	6075	5599	5121	7245	5125	6002
Salem SOM	2.82%	2.68%	3.28%	4.28%	7.55%	3.87%	3.76%	4.00%	3.62%	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.39%	4.03%
Industry Vol	166806	199130	159979	155078	194586	143320	125124	141788	142808	172480	160508	164631	165897	167762	224154	151361	148873

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	375	375
0	400	400
0	128	128
34	179	145
1620	1765	145
894	659	-236
1587	1129	-458
974	749	-225
400	338	-61
406	337	-68
381	329	-52
25	55	30
17	12	-5
52	39	-13
6390	6495	105
3.36%	3.94%	0.58%
190018	164707	-25311

7650

670 0.41%

NYC DOC Salem FF King included in weekly shipments

Salem SOM change ex. DOC **3.54%** **0.17%**

51851 5050

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Total

Brand Style																	
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25
FF Sld Box	568	982	826	1941	2523	1349	1397	1339	1261	1346	1693	1372	1262	1186	1501	717	1266
Lt Sld Box	500	601	717	2112	2946	1694	1636	1692	1532	1564	1765	1721	1712	1497	1681	907	1484
FF 100 Box	243	340	352	351	556	568	372	411	309	383	352	214	278	213	317	279	237
Lt 100 Box	432	400	460	729	635	705	641	689	672	695	528	544	533	357	569	577	554
King	3373	3844	3697	3901	11846	3853	3555	3371	2932	3834	3512	3716	3689	3023	4669	3489	3522
100	2192	2249	2444	2103	2641	2425	2114	2228	1998	2492	1998	2201	2149	1920	2667	2198	2242
Lt King	3531	4187	4197	4264	4711	4049	3579	3643	3264	4171	3767	4043	3824	3350	4701	3609	3812
Lt 100	2476	2723	2759	2798	3094	2938	2769	2628	2367	2749	2615	2746	2557	2179	3053	2695	2702
Slim	1319	1334	1329	1317	1311	1394	1279	1323	1169	1380	1316	1229	1209	1259	1557	1331	1389
Ul King	1381	1567	1574	1501	1463	1445	1288	1454	1254	1594	1405	1518	1479	1359	1773	1533	1398
Ul 100	1469	1452	1406	1249	1365	1466	1212	1243	1296	1363	1155	1254	1240	1187	1499	1334	1262
Gold	61	40	32	22	90	25	39	25	57	53	34	207	37	44	79	43	35
Pref 100	66	87	80	52	65	56	46	30	37	66	39	64	46	45	70	41	60
Pref Lt 100	193	196	229	158	183	150	139	152	127	193	126	160	132	126	185	171	160
Tot Salem	17804	19900	20102	22498	33429	22117	20066	20228	18281	21883	20305	20989	20147	17745	24321	18924	20123
Salem SOM	2.92%	2.97%	3.26%	3.72%	4.79%	3.64%	3.70%	3.56%	3.45%	3.28%	3.26%	3.45%	3.22%	2.82%	2.89%	3.14%	3.39%
Industry Vol	610364	670442	617069	604721	697212	607081	542777	568144	530057	667882	622085	608465	625274	629491	842331	601898	593431

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1486	1486
0	1396	1396
0	415	415
128	615	487
5249	4441	-808
3105	2316	-788
5654	4029	-1624
3569	2739	-830
1565	1350	-215
1768	1478	-290
1626	1364	-262
62	83	21
74	54	-20
213	160	-53
23012	21924	-1088
3.13%	3.48%	0.35%
734233	629473	-104761

NYC DOC Salem FF King included in weekly shipments

7650 670 0.11%

Salem SOM change ex. DOC **3.38%** **0.24%**

51851 5051

Source: Division Level AIM 185 Reports

Revised: 5/19/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Nassau

Brand Style																Base vs. Test		
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	285	486	340	680	1463	489	491	389	743	450	788	452	619	662	744	259	0	650	650
Lt Sld Box	234	297	354	943	1675	573	603	739	859	556	777	587	951	876	822	342	0	615	615
FF 100 Box	67	92	116	193	183	236	121	144	96	106	130	98	149	84	98	89	0	165	165
Lt 100 Box	170	144	250	212	248	225	247	257	205	256	213	246	284	158	205	260	76	253	177
King	904	1242	1130	1031	1136	1089	1087	878	809	985	1139	1110	1134	827	1277	993	1525	1087	-438
100	659	790	969	687	794	771	701	679	666	729	710	753	675	602	808	714	1008	747	-260
Lt King	1228	1584	1575	1365	1634	1409	1280	1197	1163	1546	1388	1617	1400	1202	1545	1222	2118	1432	-686
Lt 100	843	1059	1052	989	1075	1047	1036	900	846	975	1129	1104	983	792	1028	1029	1326	1009	-317
Slim	578	571	564	586	545	536	543	538	484	548	643	552	519	533	663	588	685	564	-121
Ul King	688	754	795	828	719	644	590	643	608	665	707	818	728	656	856	740	892	721	-171
Ul 100	787	706	698	706	691	665	590	579	721	615	583	695	628	628	750	644	842	689	-153
Gold	10	8	3	9	18	8	5	0	12	13	10	19	6	11	22	17	25	14	-12
Pref 100	55	73	67	35	49	45	42	23	27	52	34	52	32	20	58	29	57	41	-16
Pref Lt 100	122	158	177	120	137	111	112	119	100	153	93	119	92	93	129	134	160	121	-39
Tot Salem	6630	7964	8090	8384	10367	7848	7448	7085	7339	7649	8344	8222	8200	7144	9005	7060	8714	8108	-606
Salem SOM	2.66%	2.98%	3.32%	3.28%	3.71%	3.20%	3.59%	3.23%	3.40%	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	2.91%	3.23%	0.32%
Industry Vol	249084	267221	243780	255393	279630	245260	207708	219071	215608	265298	263655	247455	234538	235634	346514	238605	299751	250954	-48797

51851 5052

Source: Division Level AIM 185 Reports

Revised: 5/11/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style																Base vs. Test		
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	76	96	150	575	177	177	288	381	130	214	132	255	134	111	88	86	0	214	214
Lt Sld Box	83	102	109	220	214	192	283	202	155	258	141	210	128	109	101	126	0	169	169
FF 100 Box	60	79	108	34	88	72	106	48	59	96	62	26	31	34	52	47	0	70	70
Lt 100 Box	102	55	48	159	177	282	212	118	179	205	119	77	70	40	78	115	7	128	120
King	614	656	659	682	671	811	745	628	541	709	523	548	588	457	812	588	873	663	-210
100	425	321	328	453	381	432	426	339	370	451	263	260	297	234	449	363	502	377	-125
Lt King	629	605	668	684	645	700	683	621	625	682	499	524	536	421	777	576	881	647	-234
Lt 100	458	304	379	432	354	498	465	388	408	481	290	269	296	257	512	368	532	398	-134
Slim	187	185	206	149	180	271	215	207	231	240	126	132	156	177	178	213	218	203	-15
Ul King	217	290	257	190	251	270	267	287	254	351	190	170	220	196	261	284	289	251	-38
Ul 100	219	280	203	113	135	260	207	220	179	244	126	123	134	129	163	220	220	191	-29
Gold	4	4	0	4	1	2	1	1	2	0	4	0	1	3	2	1	6	2	-3
Pref 100	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3074	2875	3115	3696	3274	3967	3898	3440	3139	3931	2475	2594	2591	2168	3473	2987	3529	3309	-220
Salem SOM	3.44%	2.98%	3.05%	4.25%	3.36%	3.86%	3.87%	3.55%	3.47%	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.12%	3.40%	0.28%
Industry Vol	89420	96548	102277	86915	97335	102779	100634	96968	90392	101212	80858	80288	96084	103952	115038	100163	113106	97201	-15905

51851 5053

Source: Division Level AIM 185 Reports

Revised: 5/11/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style																
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18
FF Sld Box	121	215	176	337	369	295	269	277	127	335	278	249	173	145	271	147
Lt Sld Box	36	90	84	308	403	381	316	301	162	354	307	316	188	149	295	173
FF 100 Box	21	79	33	47	112	82	52	48	36	64	41	62	71	21	40	21
Lt 100 Box	29	75	39	47	71	46	58	66	67	69	60	17	19	39	80	46
King	880	833	824	793	1331	1047	851	806	579	904	856	886	868	778	1080	868
100	479	476	508	437	576	605	491	561	363	610	494	521	523	466	593	531
Lt King	774	850	809	766	966	982	749	803	518	804	843	836	792	700	970	765
Lt 100	506	574	579	493	701	684	662	570	429	580	607	579	593	481	631	628
Slim	233	213	237	229	251	262	250	232	144	264	199	252	209	231	236	234
Ul King	162	170	195	177	142	179	153	202	109	203	169	173	169	163	199	203
Ul 100	143	145	156	139	171	192	164	168	95	158	158	154	149	134	188	133
Gold	5	14	10	4	4	1	1	2	3	4	3	53	3	5	15	3
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3389	3734	3650	3777	5097	4756	4016	4036	2632	4349	4015	4098	3757	3312	4598	3752
Salem SOM	3.23%	3.47%	3.29%	3.52%	4.06%	4.11%	3.67%	3.66%	3.24%	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%
Industry Vol	105054	107543	111033	107335	125661	115722	109311	110317	81249	128892	117064	116091	128755	122143	156625	111769

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	262	262
0	213	213
0	58	58
11	59	48
1231	935	-296
700	535	-165
1068	829	-239
736	586	-150
262	242	-20
182	174	-8
183	160	-23
6	13	6
0	0	0
0	0	0
4380	4067	-313
3.33%	3.46%	0.13%
131359	117453	-13906

51851 5054

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style																
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18
FF Sld Box	86	185	160	349	514	388	349	292	261	347	495	416	336	268	398	225
Lt Sld Box	147	112	170	641	654	548	434	450	356	396	540	608	445	363	463	266
FF 100 Box	95	90	95	77	173	178	93	171	118	117	119	28	27	74	127	122
Lt 100 Box	131	126	123	311	139	152	124	248	221	165	136	204	160	120	206	156
King	975	1113	1084	1395	8708	906	872	1059	1003	1236	994	1172	1099	961	1500	1040
100	629	662	639	526	890	617	496	649	599	702	531	667	654	618	817	590
Lt King	900	1148	1145	1449	1466	958	867	1022	958	1139	1037	1066	1096	1027	1409	1046
Lt 100	669	786	749	884	964	709	606	770	684	713	589	794	685	649	882	670
Slim	321	365	322	353	335	325	271	346	310	328	348	293	325	318	480	296
Ul King	314	353	327	306	351	352	278	322	283	375	339	357	362	344	457	306
Ul 100	320	321	349	291	368	349	251	276	301	346	288	282	329	296	398	337
Gold	42	14	19	5	67	14	32	22	40	36	17	135	27	25	40	22
Pref 100	11	14	13	16	16	11	4	7	10	14	5	12	14	25	12	12
Pref Lt 100	71	38	52	38	46	39	27	33	27	40	33	41	40	33	56	37
Tot Salem	4711	5327	5247	6641	14691	5546	4704	5667	5171	5954	5471	6075	5599	5121	7245	5125
Salem SOM	2.82%	2.68%	3.28%	4.28%	7.55%	3.87%	3.76%	4.00%	3.62%	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.39%
Industry Vol	166806	199130	159979	155078	194586	143320	125124	141788	142808	172480	160508	164631	165897	167762	224154	151361

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	369	369
0	395	395
0	130	130
34	178	144
1620	1794	174
894	660	-235
1587	1131	-456
974	746	-228
400	339	-61
406	336	-70
381	329	-52
25	57	32
17	13	-4
52	39	-14
6390	6516	126
3.36%	3.94%	0.58%
190018	165366	-24651

NYC DOC Salem FF King included in weekly shipments

7650

698 0.42%

Salem SOM change ex. DOC

3.52% 0.16%

51851 5055

Source: Division Level AIM 185 Reports

Revised: 5/11/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Total

Brand Style																	Base vs. Test		
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4	w/e 4/11	w/e 4/18	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	568	982	826	1941	2523	1349	1397	1339	1261	1346	1693	1372	1262	1186	1501	717	0	1495	1495
Lt Sld Box	500	601	717	2112	2946	1694	1636	1692	1532	1564	1765	1721	1712	1497	1681	907	0	1393	1393
FF 100 Box	243	340	352	351	556	568	372	411	309	383	352	214	278	213	317	279	0	423	423
Lt 100 Box	432	400	460	729	635	705	641	689	672	695	528	544	533	357	569	577	128	618	490
King	3373	3844	3697	3901	11846	3853	3555	3371	2932	3834	3512	3716	3689	3023	4669	3489	5249	4480	-770
100	2192	2249	2444	2103	2641	2425	2114	2228	1998	2492	1998	2201	2149	1920	2667	2198	3105	2319	-785
Lt King	3531	4187	4197	4264	4711	4049	3579	3643	3264	4171	3767	4043	3824	3350	4701	3609	5654	4039	-1615
Lt 100	2476	2723	2759	2798	3094	2938	2769	2628	2367	2749	2615	2746	2557	2179	3053	2695	3569	2740	-828
Slim	1319	1334	1329	1317	1311	1394	1279	1323	1169	1380	1316	1229	1209	1259	1557	1331	1565	1348	-216
Ul King	1381	1567	1574	1501	1463	1445	1288	1454	1254	1594	1405	1518	1479	1359	1773	1533	1768	1482	-286
Ul 100	1469	1452	1406	1249	1365	1466	1212	1243	1296	1363	1155	1254	1240	1187	1499	1334	1626	1368	-258
Gold	61	40	32	22	90	25	39	25	57	53	34	207	37	44	79	43	62	85	23
Pref 100	66	87	80	52	65	56	46	30	37	66	39	64	46	45	70	41	74	54	-20
Pref Lt 100	193	196	229	158	183	150	139	152	127	193	126	160	132	126	185	171	213	160	-53
Tot Salem	17804	19900	20102	22498	33429	22117	20066	20228	18281	21883	20305	20989	20147	17745	24321	18924	23012	21999	-1013
Salem SOM	2.92%	2.97%	3.26%	3.72%	4.79%	3.64%	3.70%	3.56%	3.45%	3.26%	3.26%	3.45%	3.22%	2.82%	2.89%	3.14%	3.13%	3.49%	0.35%
Industry Vol	610364	670442	617069	604721	697212	607081	542777	568144	530057	667882	622085	608465	625274	629491	842331	601898	734233	630974	-103259
					7650													698	0.11%

NYC DOC Salem FF King included in weekly shipments

Salem SOM change ex. DOC 3.38% 0.24%

51851 5056

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Nassau

Brand Style														
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4
FF Sld Box	285	486	340	680	1463	489	491	389	743	450	788	452	619	662
Lt Sld Box	234	297	354	943	1675	573	603	739	859	556	777	587	951	876
FF 100 Box	67	92	116	193	183	236	121	144	96	106	130	98	149	84
Lt 100 Box	170	144	250	212	248	225	247	257	205	256	213	246	284	158
King	904	1242	1130	1031	1136	1089	1087	878	809	985	1139	1110	1134	827
100	659	790	969	687	794	771	701	679	666	729	710	753	675	602
Lt King	1228	1584	1575	1365	1634	1409	1280	1197	1163	1546	1388	1617	1400	1202
Lt 100	843	1059	1052	989	1075	1047	1036	900	846	975	1129	1104	983	792
Slim	578	571	564	586	545	536	543	538	484	548	643	552	519	533
Ul King	688	754	795	828	719	644	590	643	608	665	707	818	728	656
Ul 100	787	706	698	706	691	665	590	579	721	615	583	695	628	628
Gold	10	8	3	9	18	8	5	0	12	13	10	19	6	11
Pref 100	55	73	67	35	49	45	42	23	27	52	34	52	32	20
Pref Lt 100	122	158	177	120	137	111	112	119	100	153	93	119	92	93
Tot Salem	6630	7964	8090	8384	10367	7848	7448	7085	7339	7649	8344	8222	8200	7144
Salem SOM	2.66%	2.98%	3.32%	3.28%	3.71%	3.20%	3.59%	3.23%	3.40%	2.88%	3.16%	3.32%	3.50%	3.03%
Industry Vol	249084	267221	243780	255393	279630	245260	207708	219071	215608	265298	263655	247455	234538	235634

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	663	663
0	618	618
0	171	171
76	255	179
1525	1083	-443
1008	746	-262
2118	1437	-682
1326	1008	-319
685	559	-126
892	714	-178
842	688	-153
25	13	-12
57	41	-16
160	121	-40
8714	8115	-599
2.91%	3.28%	0.38%
299751	247172	-52579

51851 5057

Source: Division Level AIM 185 Reports

Revised: 4/28/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style															Base vs. Test		
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	76	96	150	575	177	177	288	381	130	214	132	255	134	111	0	226	226
Lt Sld Box	83	102	109	220	214	192	283	202	155	258	141	210	128	109	0	174	174
FF 100 Box	60	79	108	34	88	72	106	48	59	96	62	26	31	34	0	71	71
Lt 100 Box	102	55	48	159	177	282	212	118	179	205	119	77	70	40	7	130	123
King	614	656	659	682	671	811	745	628	541	709	523	548	588	457	873	660	-213
100	425	321	328	453	381	432	426	339	370	451	263	260	297	234	502	374	-128
Lt King	629	605	668	684	645	700	683	621	625	682	499	524	536	421	881	644	-237
Lt 100	458	304	379	432	354	498	465	388	408	481	290	269	296	257	532	394	-138
Slim	187	185	206	149	180	271	215	207	231	240	126	132	156	177	218	204	-14
Ul King	217	290	257	190	251	270	267	287	254	351	190	170	220	196	289	249	-40
Ul 100	219	280	203	113	135	260	207	220	179	244	126	123	134	129	220	190	-29
Gold	4	4	0	4	1	2	1	1	2	0	4	0	1	3	6	2	-3
Pref 100	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3074	2875	3115	3696	3274	3967	3898	3440	3139	3931	2475	2594	2591	2168	3529	3316	-213
Salem SOM	3.44%	2.98%	3.05%	4.25%	3.36%	3.86%	3.87%	3.55%	3.47%	3.88%	3.06%	3.23%	2.70%	2.09%	3.12%	3.44%	0.32%
Industry Vol	89420	96548	102277	86915	97335	102779	100634	96968	90392	101212	80858	80288	96084	103952	113106	96256	-16850

51851 5058

Source: Division Level AIM 185 Reports

Revised: 4/28/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brooklyn

Brand Style														
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4
FF Sld Box	121	215	176	337	369	295	269	277	127	335	278	249	173	145
Lt Sld Box	36	90	84	308	403	381	316	301	162	354	307	316	188	149
FF 100 Box	21	79	33	47	112	82	52	48	36	64	41	62	71	21
Lt 100 Box	29	75	39	47	71	46	58	66	67	69	60	17	19	39
King	880	833	824	793	1331	1047	851	806	579	904	856	886	868	778
100	479	476	508	437	576	605	491	561	363	610	494	521	523	466
Lt King	774	850	809	766	966	982	749	803	518	804	843	836	792	700
Lt 100	506	574	579	493	701	684	662	570	429	580	607	579	593	481
Slim	233	213	237	229	251	262	250	232	144	264	199	252	209	231
Ul King	162	170	195	177	142	179	153	202	109	203	169	173	169	163
Ul 100	143	145	156	139	171	192	164	168	95	158	158	154	149	134
Gold	5	14	10	4	4	1	1	2	3	4	3	53	3	5
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3389	3734	3650	3777	5097	4756	4016	4036	2632	4349	4015	4098	3757	3312
Salem SOM	3.23%	3.47%	3.29%	3.52%	4.06%	4.11%	3.67%	3.66%	3.24%	3.37%	3.43%	3.53%	2.92%	2.71%
Industry Vol	105054	107543	111033	107335	125661	115722	109311	110317	81249	128892	117064	116091	128755	122143

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	267	267
0	212	212
0	61	61
11	59	48
1231	931	-300
700	533	-167
1068	826	-242
736	583	-154
262	243	-19
182	171	-11
183	160	-23
6	13	7
0	0	0
0	0	0
4380	4057	-322
3.33%	3.50%	0.17%
131359	115930	-15428

51851 5059

Source: Division Level AIM 185 Reports

Revised: 4/28/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style														
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4
FF Sld Box	86	185	160	349	514	388	349	292	261	347	495	416	336	268
Lt Sld Box	147	112	170	641	654	548	434	450	356	396	540	608	445	363
FF 100 Box	95	90	95	77	173	178	93	171	118	117	119	28	27	74
Lt 100 Box	131	126	123	311	139	152	124	248	221	165	136	204	160	120
King	975	1113	1084	1395	8708	906	872	1059	1003	1236	994	1172	1099	961
100	629	662	639	526	890	617	496	649	599	702	531	667	654	618
Lt King	900	1148	1145	1449	1466	958	867	1022	958	1139	1037	1066	1096	1027
Lt 100	669	786	749	884	964	709	606	770	684	713	589	794	685	649
Slim	321	365	322	353	335	325	271	346	310	328	348	293	325	318
Ul King	314	353	327	306	351	352	278	322	283	375	339	357	362	344
Ul 100	320	321	349	291	368	349	251	276	301	346	288	282	329	296
Gold	42	14	19	5	67	14	32	22	40	36	17	135	27	25
Pref 100	11	14	13	16	16	11	4	7	10	14	5	12	14	25
Pref Lt 100	71	38	52	38	46	39	27	33	27	40	33	41	40	33
Tot Salem	4711	5327	5247	6641	14691	5546	4704	5667	5171	5954	5471	6075	5599	5121
Salem SOM	2.82%	2.68%	3.28%	4.28%	7.55%	3.87%	3.76%	4.00%	3.62%	3.45%	3.41%	3.69%	3.37%	3.05%
Industry Vol	166806	199130	159979	155078	194586	143320	125124	141788	142808	172480	160508	164631	165897	167762

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	375	375
0	398	398
0	131	131
34	178	144
1620	1842	222
894	656	-239
1587	1122	-465
974	744	-230
400	334	-65
406	332	-74
381	325	-56
25	59	34
17	13	-4
52	38	-14
6390	6546	156
3.36%	4.01%	0.64%
190018	163331	-26687

7650

761 0.47%

NYC DOC Salem FF King included in weekly shipments

Salem SOM change ex. DOC **3.54% 0.18%**

51851 5060

Source: Division Level AIM 185 Reports

Revised: 4/28/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Total

Brand Style														
Volume in Cartons	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4
FF Sld Box	568	982	826	1941	2523	1349	1397	1339	1261	1346	1693	1372	1262	1186
Lt Sld Box	500	601	717	2112	2946	1694	1636	1692	1532	1564	1765	1721	1712	1497
FF 100 Box	243	340	352	351	556	568	372	411	309	383	352	214	278	213
Lt 100 Box	432	400	460	729	635	705	641	689	672	695	528	544	533	357
King	3373	3844	3697	3901	11846	3853	3555	3371	2932	3834	3512	3716	3689	3023
100	2192	2249	2444	2103	2641	2425	2114	2228	1998	2492	1998	2201	2149	1920
Lt King	3531	4187	4197	4264	4711	4049	3579	3643	3264	4171	3767	4043	3824	3350
Lt 100	2476	2723	2759	2798	3094	2938	2769	2628	2367	2749	2615	2746	2557	2179
Slim	1319	1334	1329	1317	1311	1394	1279	1323	1169	1380	1316	1229	1209	1259
Ul King	1381	1567	1574	1501	1463	1445	1288	1454	1254	1594	1405	1518	1479	1359
Ul 100	1469	1452	1406	1249	1365	1466	1212	1243	1296	1363	1155	1254	1240	1187
Gold	61	40	32	22	90	25	39	25	57	53	34	207	37	44
Pref 100	66	87	80	52	65	56	46	30	37	66	39	64	46	45
Pref Lt 100	193	196	229	158	183	150	139	152	127	193	126	160	132	126
Tot Salem	17804	19900	20102	22498	33429	22117	20066	20228	18281	21883	20305	20989	20147	17745
Salem SOM	2.92%	2.97%	3.26%	3.72%	4.79%	3.64%	3.70%	3.56%	3.45%	3.28%	3.26%	3.45%	3.22%	2.82%
Industry Vol	610364	670442	617069	604721	697212	607081	542777	568144	530057	667882	622085	608465	625274	629491

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1530	1530
0	1402	1402
0	434	434
128	622	494
5249	4516	-733
3105	2309	-796
5654	4028	-1626
3569	2728	-841
1565	1340	-225
1768	1466	-302
1626	1364	-262
62	88	25
74	54	-20
213	158	-54
23012	22034	-979
3.13%	3.54%	0.40%
734233	622689	-111544

NYC DOC Salem FF King included in weekly shipments

7650 761 0.12%

Salem SOM change ex. DOC **3.42%** **0.28%**

51851 5061

Source: Division Level AIM 185 Reports

Revised: 4/28/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Nassau

Brand Style	Post DTS																			Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	305	431	422	1740	1380	1201	505	268	285	486	340	680	1463	489	491	389	743	450	788	0	677	677
Lt Sld Box	435	388	322	763	647	537	272	197	234	297	354	943	1675	573	603	739	859	556	777	0	588	588
FF 100 Box	463	291	204	339	221	149	136	143	67	92	116	193	183	236	121	144	96	106	130	0	181	181
Lt 100 Box	382	260	275	299	285	208	466	312	170	144	250	212	248	225	247	257	205	256	213	76	259	183
King	1213	1046	1175	1061	1051	1166	1427	1178	904	1242	1130	1031	1136	1089	1087	878	809	985	1139	1525	1092	-433
100	804	600	776	693	647	787	1094	827	659	790	969	687	794	771	701	679	666	729	710	1008	757	-251
Lt King	1502	1439	1471	1222	1490	1495	1961	1435	1228	1584	1575	1365	1634	1409	1280	1197	1163	1546	1388	2118	1441	-677
Lt 100	1078	952	974	839	916	1122	1404	1050	843	1059	1052	989	1075	1047	1036	900	846	975	1129	1326	1015	-311
Slim	630	507	556	553	532	612	595	567	578	571	564	586	545	536	543	538	484	548	643	685	563	-122
Ul King	725	741	755	583	722	736	785	819	688	754	795	828	719	644	590	643	608	665	707	892	711	-181
Ul 100	660	653	768	640	677	710	902	842	787	706	698	706	691	665	590	579	721	615	583	842	694	-147
Gold	26	20	38	1	14	11	28	19	10	8	3	9	18	8	5	0	12	13	10	25	13	-12
Pref 100	36	26	38	27	27	86	25	36	55	73	67	35	49	45	42	23	27	52	34	57	42	-15
Pref Lt 100	131	115	90	108	122	155	109	116	122	158	177	120	137	111	112	119	100	153	93	160	124	-37
Tot Salem	8390	7469	7864	8868	8731	8975	9709	7809	6630	7964	8090	8384	10367	7848	7448	7085	7339	7649	8344	8714	8156	-558
Salem SOM	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.66%	2.98%	3.32%	3.28%	3.71%	3.20%	3.59%	3.23%	3.40%	2.88%	3.16%	2.91%	3.28%	0.38%
Industry Vol	259784	244128	256552	221213	239281	259164	278779	249548	249084	267221	243780	255393	279630	245260	207708	219071	215608	265298	263655	299751	248429	-51322

51851 5062

Source: Division Level AIM 185 Reports

Revised: 4/7/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style	Post DTS																		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14
FF Sld Box	91	66	391	353	349	457	184	180	76	96	150	575	177	177	288	381	130	214	132
Lt Sld Box	121	58	332	203	237	221	164	96	83	102	109	220	214	192	283	202	155	258	141
FF 100 Box	120	45	124	88	90	82	59	60	60	79	108	34	88	72	106	48	59	96	62
Lt 100 Box	82	37	216	112	127	209	144	98	102	55	48	159	177	282	212	118	179	205	119
King	895	657	693	639	717	664	769	654	614	656	659	682	671	811	745	628	541	709	523
100	482	340	346	366	448	381	509	382	425	321	328	453	381	432	426	339	370	451	263
Lt King	824	660	675	613	774	744	756	599	629	605	668	684	645	700	683	621	625	682	499
Lt 100	469	430	326	389	467	437	488	386	458	304	379	432	354	498	465	388	408	481	290
Slim	225	229	223	191	256	215	279	198	187	185	206	149	180	271	215	207	231	240	126
Ul King	279	250	256	235	273	262	257	262	217	290	257	190	251	270	267	287	254	351	190
Ul 100	185	216	196	200	195	231	214	181	219	280	203	113	135	260	207	220	179	244	126
Gold	2	3	2	3	9	0	5	1	4	4	0	4	1	2	1	1	2	0	4
Pref 100	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3775	2991	3780	3392	3942	3903	3828	3097	3074	2875	3115	3696	3274	3967	3898	3440	3139	3931	2475
Salem SOM	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.44%	2.98%	3.05%	4.25%	3.36%	3.86%	3.87%	3.55%	3.47%	3.88%	3.06%
Industry Vol	101485	100125	94712	84087	101489	99906	113549	96611	89420	96548	102277	86915	97335	102779	100634	96968	90392	101212	80858

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	235	235
0	178	178
0	78	78
7	141	134
873	680	-193
502	392	-111
881	668	-213
532	413	-119
218	211	-7
289	258	-31
220	200	-20
6	3	-3
0	0	0
0	0	0
3529	3452	-76
3.12%	3.57%	0.45%
113106	96700	-16406

51851 5063

Source: Division Level AIM 185 Reports

Revised: 4/7/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style	Post DTS																		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14
FF Sld Box	136	379	276	316	526	356	365	147	121	215	176	337	369	295	269	277	127	335	278
Lt Sld Box	164	181	141	151	201	159	162	100	36	90	84	308	403	381	316	301	162	354	307
FF 100 Box	163	105	63	62	27	56	57	35	21	79	33	47	112	82	52	48	36	64	41
Lt 100 Box	150	98	52	54	52	70	53	58	29	75	39	47	71	46	58	66	67	69	60
King	1079	904	1252	961	937	1158	1106	857	880	833	824	793	1331	1047	851	806	579	904	856
100	632	476	652	569	561	637	574	515	479	476	508	437	576	605	491	561	363	610	494
Lt King	865	851	894	857	852	928	916	808	774	850	809	766	966	982	749	803	518	804	843
Lt 100	609	511	617	552	594	733	600	562	506	574	579	493	701	684	662	570	429	580	607
Slim	317	289	303	226	208	285	266	245	233	213	237	229	251	262	250	232	144	264	199
Ul King	178	189	157	151	163	192	183	185	162	170	195	177	142	179	153	202	109	203	169
Ul 100	164	166	176	170	152	200	161	201	143	145	156	139	171	192	164	168	95	158	158
Gold	31	20	39	38	30	0	13	5	5	14	10	4	4	1	1	2	3	4	3
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4488	4169	4622	4107	4303	4774	4456	3718	3389	3734	3650	3777	5097	4756	4016	4036	2632	4349	4015
Salem SOM	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.23%	3.47%	3.29%	3.52%	4.06%	4.11%	3.67%	3.66%	3.24%	3.37%	3.43%
Industry Vol	125866	116530	120681	114468	125127	121020	125151	115455	105054	107543	111033	107335	125661	115722	109311	110317	81249	128892	117064

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	279	279
0	211	211
0	62	62
11	64	53
1231	945	-286
700	538	-163
1068	833	-235
736	588	-149
262	245	-17
182	172	-10
183	162	-21
6	12	6
0	0	0
0	0	0
4380	4110	-270
3.33%	3.58%	0.24%
131359	114920	-16439

51851 5064

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style	Post DTS																		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	w/e 3/14
FF Sld Box	220	329	352	677	1018	461	485	256	86	185	160	349	514	388	349	292	261	347	495
Lt Sld Box	322	285	413	435	483	332	357	267	147	112	170	641	654	548	434	450	356	396	540
FF 100 Box	274	238	134	158	173	150	179	117	95	90	95	77	173	178	93	171	118	117	119
Lt 100 Box	379	163	164	135	171	159	229	157	131	126	123	311	139	152	124	248	221	165	136
King	1270	1166	8497	1044	977	1104	2892	999	975	1113	1084	1395	8708	906	872	1059	1003	1236	994
100	675	668	778	613	543	748	889	633	629	662	639	526	890	617	496	649	599	702	531
Lt King	1230	1115	1427	1022	899	1167	1456	1087	900	1148	1145	1449	1466	958	867	1022	958	1139	1037
Lt 100	697	699	924	677	603	837	914	759	669	786	749	884	964	709	606	770	684	713	589
Slim	425	324	368	317	310	351	372	329	321	365	322	353	335	325	271	346	310	328	348
Ul King	303	328	356	275	255	360	384	374	314	353	327	306	351	352	278	322	283	375	339
Ul 100	330	305	416	288	314	388	387	361	320	321	349	291	368	349	251	276	301	346	288
Gold	45	11	288	144	145	109	42	19	42	14	19	5	67	14	32	22	40	36	17
Pref 100	11	5	19	7	7	22	15	21	11	14	13	16	16	11	4	7	10	14	5
Pref Lt 100	32	29	35	33	38	27	53	26	71	38	52	38	46	39	27	33	27	40	33
Tot Salem	6213	5665	14171	5825	5936	6215	8654	5405	4711	5327	5247	6641	14691	5546	4704	5667	5171	5954	5471
Salem SOM	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	2.82%	2.68%	3.28%	4.28%	7.55%	3.87%	3.76%	4.00%	3.62%	3.45%	3.41%
Industry Vol	165155	158053	185050	147716	155503	168625	187992	165289	166806	199130	159979	155078	194586	143320	125124	141788	142808	172480	160508

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	380	380
0	386	386
0	145	145
34	181	147
1620	1963	343
894	657	-237
1587	1131	-455
974	749	-225
400	338	-62
406	328	-78
381	329	-52
25	58	33
17	12	-5
52	38	-14
6390	6695	306
3.36%	4.11%	0.75%
190018	162894	-27124

NYC DOC Salem FF King included in weekly shipments

7200 1890 7650

881 0.54%

Salem SOM change ex. DOC

3.57% 0.21%

51851 5065

Source: Division Level AIM 185 Reports

Revised: 4/7/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Total

Brand Style	Post DTS																		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e3/7	w/e3/14
FF Sld Box	752	1205	1441	3086	3273	2475	1539	851	568	982	826	1941	2523	1349	1397	1330	1261	1346	1693
Lt Sld Box	1042	912	1208	1552	1568	1249	955	660	500	601	717	2112	2946	1694	1636	1692	1532	1564	1765
FF 100 Box	1020	679	525	647	511	437	431	355	243	340	352	351	556	568	372	411	309	383	352
Lt 100 Box	993	558	707	600	635	646	892	625	432	400	460	729	635	705	641	689	672	695	528
King	4457	3773	11617	3705	3682	4092	6194	3688	3373	3844	3697	3901	11846	3853	3555	3371	2932	3834	3512
100	2593	2084	2552	2241	2199	2553	3066	2357	2192	2249	2444	2103	2641	2425	2114	2228	1998	2492	1998
Lt King	4421	4065	4467	3714	4015	4334	5089	3929	3531	4187	4197	4264	4711	4049	3579	3643	3264	4171	3767
Lt 100	2853	2592	2841	2457	2580	3129	3406	2757	2476	2723	2759	2798	3094	2938	2769	2628	2367	2749	2615
Slim	1597	1349	1450	1287	1306	1463	1512	1339	1319	1334	1329	1317	1311	1394	1279	1323	1169	1380	1316
Ul King	1485	1508	1524	1244	1413	1550	1609	1640	1381	1567	1574	1501	1463	1445	1288	1454	1254	1594	1405
Ul 100	1339	1340	1556	1298	1338	1529	1664	1585	1469	1452	1406	1249	1365	1466	1212	1243	1296	1363	1155
Gold	104	54	367	186	198	120	88	44	61	40	32	22	90	25	39	25	57	53	34
Pref 100	47	31	57	34	34	108	40	57	66	87	80	52	65	56	46	30	37	66	39
Pref Lt 100	163	144	125	141	160	182	162	142	193	196	229	158	183	150	139	152	127	193	126
Tot Salem	22866	20294	30437	22192	22912	23867	26647	20029	17804	19900	20102	22498	33429	22117	20066	20228	18281	21883	20305
Salem SOM	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	2.92%	2.97%	3.26%	3.72%	4.79%	3.64%	3.70%	3.56%	3.45%	3.28%	3.26%
Industry Vol	652290	618836	656995	567484	621400	648715	705471	626903	610364	670442	617069	604721	697212	607081	542777	568144	530057	667882	622085

Base vs. Test		
WK AVG prior to New Graphics 8/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1571	1571
0	1363	1363
0	465	465
128	644	516
5249	4680	-569
3105	2344	-761
5654	4074	-1580
3569	2765	-804
1565	1357	-208
1768	1468	-300
1626	1386	-240
62	86	24
74	54	-20
213	161	-51
23012	22414	-599
3.13%	3.60%	0.46%
734233	622944	-111290

NYC DOC Salem FF King included in weekly shipments

7200 1890 7650 881 0.14%

Salem SOM change ex. DOC **3.46% 0.32%**

51851 5066

Source: Division Level AIM 185 Reports

Revised: 4/7/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

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Brand Style	Post DTS																		Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	305	431	422	1740	1380	1201	505	268	285	486	340	680	1463	489	491	389	743	450	0	670	670
Lt Sld Box	435	388	322	763	647	537	272	197	234	297	354	943	1675	573	603	739	859	556	0	577	577
FF 100 Box	463	291	204	339	221	149	136	143	67	92	116	193	183	236	121	144	96	106	0	183	183
Lt 100 Box	382	260	275	299	285	208	466	312	170	144	250	212	248	225	247	257	205	256	76	261	185
King	1213	1046	1175	1061	1051	1166	1427	1178	904	1242	1130	1031	1136	1089	1087	878	809	985	1525	1089	-436
100	804	600	776	693	647	787	1094	827	659	790	969	687	794	771	701	679	666	729	1008	760	-248
Lt King	1502	1439	1471	1222	1490	1495	1961	1435	1228	1584	1575	1365	1634	1409	1280	1197	1163	1546	2118	1444	-674
Lt 100	1078	952	974	839	916	1122	1404	1050	843	1059	1052	989	1075	1047	1036	900	846	975	1326	1009	-318
Slim	630	507	556	553	532	612	595	567	578	571	564	586	545	536	543	538	484	548	685	558	-127
Ul King	725	741	755	583	722	736	785	819	688	754	795	828	719	644	590	643	608	665	892	711	-181
Ul 100	660	653	768	640	677	710	902	842	787	706	698	706	691	665	590	579	721	615	842	701	-141
Gold	26	20	38	1	14	11	28	19	10	8	3	9	18	8	5	0	12	13	25	14	-12
Pref 100	36	26	38	27	27	86	25	36	55	73	67	35	49	45	42	23	27	52	57	43	-14
Pref Lt 100	131	115	90	108	122	155	109	116	122	158	177	120	137	111	112	119	100	153	160	125	-35
Tot Salem	8390	7469	7864	8868	8731	8975	9709	7809	6630	7964	8090	8384	10367	7848	7448	7085	7339	7649	8714	8146	-569
Salem SOM	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.66%	2.98%	3.32%	3.28%	3.71%	3.20%	3.59%	3.23%	3.40%	2.88%	2.91%	3.29%	0.38%
Industry Vol	259784	244128	256552	221213	239281	259164	278779	249548	249084	267221	243780	255393	279630	245260	207708	219071	215608	265298	299751	247583	-52168

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Source: Division Level AIM 185 Reports

Revised: 3/31/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style	Post DTS																		Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	91	66	391	353	349	457	184	180	76	96	150	575	177	177	288	381	130	214	0	241	241
Lt Sld Box	121	58	332	203	237	221	164	96	83	102	109	220	214	192	283	202	155	258	0	181	181
FF 100 Box	120	45	124	88	90	82	59	60	60	79	108	34	88	72	106	48	59	96	0	79	79
Lt 100 Box	82	37	216	112	127	209	144	98	102	55	48	159	177	282	212	118	179	205	7	142	135
King	895	657	693	639	717	664	769	654	614	656	659	682	671	811	745	628	541	709	873	689	-184
100	482	340	346	366	448	381	509	382	425	321	328	453	381	432	426	339	370	451	502	399	-103
Lt King	824	660	675	613	774	744	756	599	629	605	668	684	645	700	683	621	625	682	881	677	-204
Lt 100	469	430	326	389	467	437	488	386	458	304	379	432	354	498	465	388	408	481	532	420	-112
Slim	225	229	223	191	256	215	279	198	187	185	206	149	180	271	215	207	231	240	218	216	-2
Ul King	279	250	256	235	273	262	257	262	217	290	257	190	251	270	267	287	254	351	289	262	-28
Ul 100	185	216	196	200	195	231	214	181	219	280	203	113	135	260	207	220	179	244	220	204	-16
Gold	2	3	2	3	9	0	5	1	4	4	0	4	1	2	1	1	2	0	6	2	-3
Pref 100	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3775	2991	3780	3392	3942	3903	3828	3097	3074	2875	3115	3696	3274	3967	3898	3440	3139	3931	3529	3507	-22
Salem SOM	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.44%	2.98%	3.05%	4.25%	3.36%	3.86%	3.87%	3.55%	3.47%	3.88%	3.12%	3.59%	0.47%
Industry Vol	101485	100125	94712	84087	101489	99906	113549	96611	89420	96548	102277	86915	97335	102779	100634	96968	90392	101212	113106	97580	-15526

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Source: Division Level AIM 185 Reports

Revised: 3/31/98

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Brand Style	Post DTS																	
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7
FF Sld Box	136	379	276	316	526	356	365	147	121	215	176	337	369	295	269	277	127	335
Lt Sld Box	164	181	141	151	201	159	162	100	36	90	84	308	403	381	316	301	162	354
FF 100 Box	163	105	63	62	27	56	57	35	21	79	33	47	112	82	52	48	36	64
Lt 100 Box	150	98	52	54	52	70	53	58	29	75	39	47	71	46	58	66	67	69
King	1079	904	1252	961	937	1158	1106	857	880	833	824	793	1331	1047	851	806	579	904
100	632	476	652	569	561	637	574	515	479	476	508	437	576	605	491	561	363	610
Lt King	865	851	894	857	852	928	916	808	774	850	809	766	966	982	749	803	518	804
Lt 100	609	511	617	552	594	733	600	562	506	574	579	493	701	684	662	570	429	580
Slim	317	289	303	226	208	285	266	245	233	213	237	229	251	262	250	232	144	264
Ul King	178	189	157	151	163	192	183	185	162	170	195	177	142	179	153	202	109	203
Ul 100	164	166	176	170	152	200	161	201	143	145	156	139	171	192	164	168	95	158
Gold	31	20	39	38	30	0	13	5	5	14	10	4	4	1	1	2	3	4
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4488	4169	4622	4107	4303	4774	4456	3718	3389	3734	3650	3777	5097	4756	4016	4036	2632	4349
Salem SOM	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.23%	3.47%	3.29%	3.52%	4.06%	4.11%	3.67%	3.66%	3.24%	3.37%
Industry Vol	125866	116530	120681	114468	125127	121020	125151	115455	105054	107543	111033	107335	125661	115722	109311	110317	81249	128892

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	279	279
0	205	205
0	63	63
11	64	53
1231	950	-281
700	540	-160
1068	833	-235
736	586	-150
262	247	-15
182	172	-10
183	162	-21
6	12	6
0	0	0
0	0	0
4380	4115	-264
3.33%	3.58%	0.25%
131359	114801	-16558

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Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000

Source: https://www.industrydocuments.ucsf.edu/docs/nhvy0000

Brand Style	Post DTS																		Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e 3/7	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	220	329	352	677	1018	461	485	256	86	185	160	349	514	388	349	292	261	347	0	374	374
Lt Sld Box	322	285	413	435	483	332	357	267	147	112	170	641	654	548	434	450	356	396	0	378	378
FF 100 Box	274	238	134	158	173	150	179	117	95	90	95	77	173	178	93	171	118	117	0	146	146
Lt 100 Box	379	163	164	135	171	159	229	157	131	126	123	311	139	152	124	248	221	165	34	183	149
King	1270	1166	8497	1044	977	1104	2892	999	975	1113	1084	1395	8708	906	872	1059	1003	1236	1620	2017	397
100	675	668	778	613	543	748	889	633	629	662	639	526	890	617	496	649	599	702	894	664	-230
Lt King	1230	1115	1427	1022	899	1167	1456	1087	900	1148	1145	1449	1466	958	867	1022	958	1139	1587	1136	-450
Lt 100	697	699	924	677	603	837	914	759	669	786	749	884	964	709	606	770	684	713	974	758	-216
Slim	425	324	368	317	310	351	372	329	321	365	322	353	335	325	271	346	310	328	400	337	-63
Ul King	303	328	356	275	255	360	384	374	314	353	327	306	351	352	278	322	283	375	406	328	-78
Ul 100	330	305	416	288	314	388	387	361	320	321	349	291	368	349	251	276	301	346	381	331	-50
Gold	45	11	288	144	145	109	42	19	42	14	19	5	67	14	32	22	40	36	25	61	36
Pref 100	11	5	19	7	7	22	15	21	11	14	13	16	16	11	4	7	10	14	17	12	-5
Pref Lt 100	32	29	35	33	38	27	53	26	71	38	52	38	46	39	27	33	27	40	52	38	-14
Tot Salem	6213	5665	14171	5825	5936	6215	8654	5405	4711	5327	5247	6641	14691	5546	4704	5667	5171	5954	6390	6764	374
Salem SOM	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	2.82%	2.68%	3.28%	4.28%	7.55%	3.87%	3.76%	4.00%	3.62%	3.45%	3.36%	4.15%	0.79%
Industry Vol	165155	158053	185050	147716	155503	168625	187992	165289	166806	199130	159979	155078	194586	143320	125124	141788	142808	172480	190018	163027	-26991

NYC DOC Salem FF King included in weekly shipments

7200 1890 7650 930 0.57%

Salem SOM change ex. DOC **3.58% 0.22%**

51851 5070

Source: Division Level AIM 185 Reports

Revised: 3/31/98

Total

Brand Style	Post DTS																	
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	w/e 2/21	w/e 2/28	w/e3/7
FF Sld Box	752	1205	1441	3086	3273	2475	1539	851	568	982	826	1941	2523	1349	1397	1339	1261	1346
Lt Sld Box	1042	912	1208	1552	1568	1249	955	660	500	601	717	2112	2946	1694	1636	1692	1532	1564
FF 100 Box	1020	679	525	647	511	437	431	355	243	340	352	351	556	568	372	411	309	383
Lt 100 Box	993	558	707	600	635	646	892	625	432	400	460	729	635	705	641	689	672	695
King	4457	3773	11617	3705	3682	4092	6194	3688	3373	3844	3697	3901	11846	3853	3555	3371	2932	3834
100	2593	2084	2552	2241	2199	2553	3066	2357	2192	2249	2444	2103	2641	2425	2114	2228	1998	2492
Lt King	4421	4065	4467	3714	4015	4334	5089	3929	3531	4187	4197	4264	4711	4049	3579	3643	3264	4171
Lt 100	2853	2592	2841	2457	2580	3129	3406	2757	2476	2723	2759	2798	3094	2938	2769	2628	2367	2749
Slim	1597	1349	1450	1287	1306	1463	1512	1339	1319	1334	1329	1317	1311	1394	1279	1323	1169	1380
Ul King	1485	1508	1524	1244	1413	1550	1609	1640	1381	1567	1574	1501	1463	1445	1288	1454	1254	1594
Ul 100	1339	1340	1556	1298	1338	1529	1664	1585	1469	1452	1406	1249	1365	1466	1212	1243	1296	1363
Gold	104	54	367	186	198	120	88	44	61	40	32	22	90	25	39	25	57	53
Pref 100	47	31	57	34	34	108	40	57	66	87	80	52	65	56	46	30	37	66
Pref Lt 100	163	144	125	141	160	182	162	142	193	196	229	158	183	150	139	152	127	193
Tot Salem	22866	20294	30437	22192	22912	23867	26647	20029	17804	19900	20102	22498	33429	22117	20066	20228	18281	21883
Salem SOM	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	2.92%	2.97%	3.26%	3.72%	4.79%	3.64%	3.70%	3.56%	3.45%	3.28%
Industry Vol	652290	618836	656995	567484	621400	648715	705471	626903	610364	670442	617069	604721	697212	607081	542777	568144	530057	667882

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1564	1564
0	1341	1341
0	472	472
128	651	523
5249	4745	-504
3105	2363	-742
5654	4091	-1563
3569	2773	-795
1565	1359	-206
1768	1472	-296
1626	1398	-228
62	89	27
74	55	-19
213	163	-49
23012	22531	-482
3.13%	3.62%	0.48%
734233	622991	-111242

NYC DOC Salem FF King included in weekly shipments	7200	1890	7650	930	0.15%
Salem SOM change ex. DOC				**3.47%**	**0.33%**

51851 5071

Source: https://www.industrydocuments.ucsf.edu/docs/hhvy0000